

To Whom It May Concern:

I am the Program Director of an Oldies station in Raleigh, NC. One of the most important items that we value on our radio station is our ability to reflect the issues of local importance to the community of license.

We provide Local Traffic in Morning and Afternoon Drive Times and are planning to provide Traffic Reports during the mid-day hours as well.

We provide Local News in Morning Drive. We are in the planning stages of increasing the expense to provide Local News in PM Drive as well.

We have a program called WTRG Salutes Hometown Heroes. We ask our audience to provide names of individuals in their community who deserve public recognition of the personal time they devote to community service. We give recognition to an individual selected for an entire week five times per day and have received a lot of positive response from the community for doing this.

We also air WTRG Gives You Sixty Seconds. We put a local reporter on the street asking the public their opinion on community issues of importance.

We provide Local weather reports as our area has constantly changing weather conditions.

Our mission statement is to provide programming that serves the public interest and information that the public will find useful on a Local level.

In my opinion allowing satellite radio to provide local information like weather and traffic would harm local broadcasters. It makes little sense that an XM Radio or Sirius would break a promise of national only programming content unless it was financially motivated. Please keep in mind that satellite radio based in New York and Washington, D.C. has no local investment in communities that might pick up their signal and are inaccessible to the local community.

It is clear from the comments they filed in opposition to the NAB Petition that XM and Sirius view the sky as the limit — with technology to continue to “localize” their services they can make their formats virtually indistinguishable from local radio.

Without FCC intervention, two companies, with 120 channels each, will reach into every market and try to mimic what local broadcasters do.

This in my opinion will create an unlevel playing field giving satellite radio a distinct advantage over local terrestrial based radio stations. The cost of providing local coverage will escalate making it cost prohibitive to adequately compete.

I support the National Association of Broadcasters petition to insure that satellite radio does not encroach on local broadcasters ability to provide local programming to our communities of license.

Jonah P. Cummings

